

AF/2623



PATENT

IN THE U.S. PATENT AND TRADEMARK OFFICE

Application of: Isaac BENTOLILA *et al.*)
 For: SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED CLUSTERING, AND PREFERENCE ADVERTISING VIA MODEL PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS)
 Application No.: 10/043,698)
 Filed: January 9, 2002)
)

Examiner: Johnson, Alan M.
 Group Art Unit: 2623
 Response to the Final Office Action
 Dated November 30, 2006

LARGE ENTITY TRANSMITTAL FORM

MS AF
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

January 30, 2007

Sir:

Transmitted herewith is a Response to the November 30, 2006 Final Office Action in the above-identified application.

The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR			PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	23	-	20	=	3	\$50.00	\$150.00
INDEPENDENT	2	-	3	=	0	\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$360.00	\$0.00
						TOTAL	\$0.00

- Petition for () month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). \$0.00 for the extension of time.
- No fee is required.
- A check(s) in the amount of \$150.00 is enclosed for excess claim fees under 37 C.F.R. § 1.16(i).
- Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

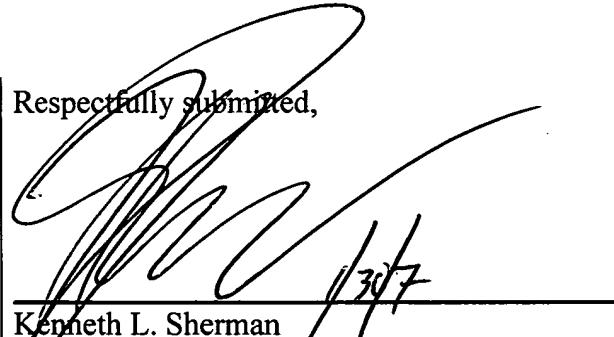
If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Response (17 pp.)

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CERTIFICATE OF MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:	
January <u>30</u> , 2007.	
By: Sarah A. Nielsen	
 Signature	

Respectfully submitted,



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MS AF
REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP



UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re Application of:)	Examiner: Johnson, Alan M.
Isaac BENTOLILA <i>et al.</i>)	
)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR)	
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TELEVISION USAGE, TARGETED)	
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ADVERTISING VIA MODEL PROGRAMMING)	Response to the Final Office Action
BASED ON BEHAVIORAL MODEL CLUSTERS)	Dated November 30, 2006
)	
Application No.: 10/043,698)	
)	
Filed: January 9, 2002)	
)	

RESPONSE TO THE FINAL OFFICE ACTION DATED NOVEMBER 30, 2006

Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This is a Response to the Final Office Action dated November 30, 2006. Reconsideration is respectfully requested in view of the following amendments and remarks. If necessary, please charge any required fees or credit any overpayment to our Deposit Account No. 01-1960. An additional copy of this page is enclosed for that purpose.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.